**OPERATION PLAN**

**STRATEGY AND IMPLEMENTATION**

The basic plan is to create local distilled vodka using local ingredients and focus the product sales towards women using creative labels and marketing strategy. This is backed by research of market segments. The product is sold in the ultra premium market that is supported by local consumers. *To be expanded with data from team.*

**TECHNOLOGY PLAN**

Current MSN Office programs are being used for initial startup. Use of Excel spreadsheets are being used to track all processes, batch profiles, recipe changes, inventory control, accounting, customer database. Once production is in full scale, an appropriate database will handle all business data. Due to current business practices and confidentiality laws all information will be stored onsite until a cloud-based location can be secured that meets all regulations. Owners are responsible to keep a daily backup of all data in an offsite secure location in case of disaster.

**PRODUCTION:**

1. Initial batch distilling in current warehouse until final recipe is agreed upon.
   1. Small batches made and tested till final flavor profile is agreed upon
   2. Larger test batches will be processed for initial tasting for community
2. Ingredients to be selected and obtained from local suppliers
   1. All ingredients to be tested for quality prior to use
3. Sanitation is key to the consistency of product and will be done before and after all batches processed.
   1. Equipment to be inspected and cleaned, prior to each batch.
   2. Space cleaned including floors, walls, waste bins, and tools prior to every batch.
   3. Inspection of space and equipment by Master Distiller is to be conducted and logged prior to every batch.
4. Recipe is to be written down and followed precisely
   1. Careful weight and volume measurement to be used, scales to be calibrated before each batch and recorded for future comparing of batches.
5. Master Distiller is to be present during operation of distilling process to maintain consistency and quality control.
   1. Oversee fermentation and distilling to monitor quality
   2. Blending and cutting to ensure accurate 80 proof and consistent taste profile
   3. Bottling to inspect all contents prior to packaging
6. Distillation and inventory to be documented per Federal regulations on all product
   1. Starting from day one
7. All future development of new products to be done with current equipment and then transferred to large batch equipment only upon finalization of recipes.
   1. Flavored Vodka’s to use only real ingredients in distilling and cutting of product.
   2. Monitored by Distiller
   3. New product promotion after tasting and reviewing of data.

**LOCATION**

All products to be designed manufactured and distributed in Vancouver, WA and local suburbs in Washington. The theme of Vancouver Distilling is to keep it local and unique matching the taste of aficionados. With the passing of Initiative 1183, distribution will be handled directly by staff to consumer. In case of 1183 being withdrawn contracts with channel distributors to be developed by owners to maintain profitability.

Current location is to be used to develop the initial products then once accepted in the community a new location will be found to house full scale equipment and public tastings.

**LEGAL**

Licensing is in progress with local, state, and Federal as per requirements. Annual fees to be paid prior to new year and withheld from profits before all other expenses. *Amounts and licenses to be listed*

**INVENTORY**

Responsibility of inventory is to be controlled by owners and office manager. Amount of dry goods is to be established with owners. All tracking as per Federal regulation. Suppliers are yet to be determined as quantity is not yet finalized. Would prefer contracted supplies to guaranty local products and quality.

Credit policy is not in effect as all sales will be cash upfront until long term customers created and financial security from customers obtained. Future will bring possibility of extending credit.

**MANAGEMENT AND ORGANIZATION:**

Chart to be developed and agreed upon with John.

Initial staff includes John and sons. Once plan is in effect additional personal to be added as needed including, office manager, sales reps, distilling staff, cleaning staff, bottlers, etc. *Will break out plan once confirmed with John.*

**MANAGEMENT TEAM GAPS**

*This will be developed as plan is finalized in the next few weeks. Data for the gaps will be discovered and added to this section to show that all aspects have been reviewed.*